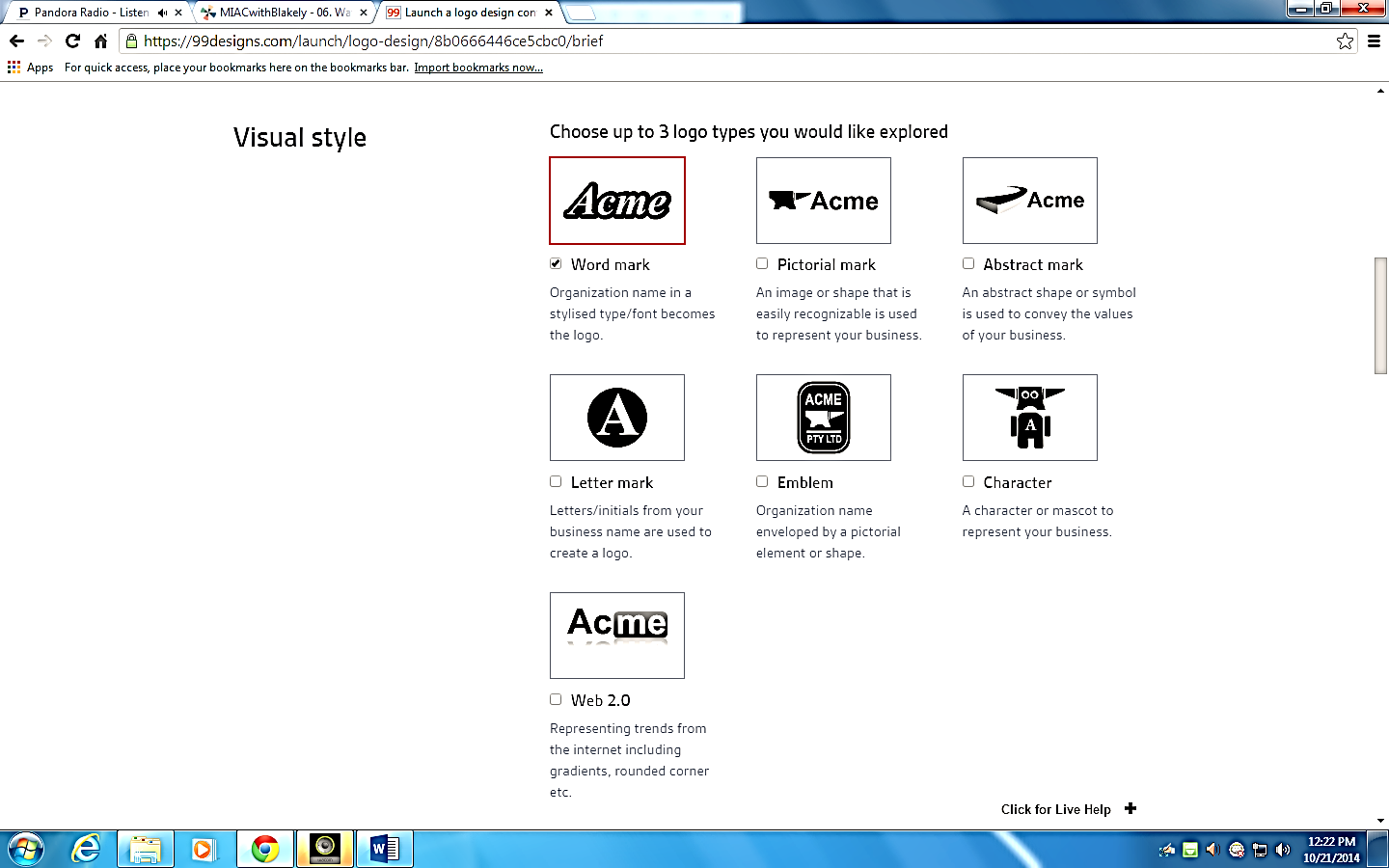
Design Brief

**You are you own hero. What would your logo be?**

1. What type of food would your food truck sell?
2. Choose 3 logo types you enjoy
3. What values should your logo communicate? Place an X on the line where your logo would fall

Feminine Masculine

Young Mature

Luxury Economical

Modern Classic

Playful Serious

Loud Quiet

Simple Complex

Subtle Obvious

1. What colors would you like to include into your design?

***Common associations of colors in Western culture***

* Red: Passion, Anger, Vigor, Love, Danger
* Yellow: Knowledge, Energy, Joy, Intellect, Youth
* Green: Fertility, Wealth, Healing, Success, Growth
* White: Purity, Healing, Perfection, Clean, Virtue
* Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
* Black: Fear, Secrecy, Formal, Luxury
* Purple: Royalty, Wisdom, Spirituality, Imagination
* Orange: Creativity, Invigoration, Unique, Stimulation
* Gray: Balance, Sophistication, Neutrality, Uncommitted

1. PINTEREST! Please make a pinterest account and create a “Food Truck Inspiration” board that has at least 20 pins added to the board and share the board with Ms. blakely
2. Sketch it out by hand or digitally and start designing!